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Spotlight

ON FOREIGN MARKETING

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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SECRETARY CITES NEED FOR CONTINUED EXPORT EXPANSION

"The most progressive route to a more equitable relationship between our expenditures abroad and our earnings abroad is expansion of foreign trade. It is here that agriculture, in significant degree through your efforts, has both a fine record of performance and prospects for growth . . .", stated Secretary of Agriculture, Orville L. Freeman, in addressing the February 25 luncheon meeting of FAS-Cooperator representatives.

"I firmly believe that our \$6 billion agricultural export record of today is only a beginning. Soon it will become a \$7 billion record, and I am confident that an \$8 billion level is within reach.

"I am sure this will happen because our products are good, because they are needed—and because you who are here, your producer groups and trade associations, our farm business people, and your Government are all working together as never before to take over products to the doorways of the world...

"Together, you cooperators and we in Government have built up a remarkably effective working relationship that united our resources for the



Secretary Freeman addressing the FAS-Cooperator Conference. Beside him is FAS Administrator Ray Ioanes.

task of meeting a multitude of export marketing problems...

"We can continue to rack up successes, but only by working long, action-filled hours. We must sell hard, and effectively. We must offer quality at competitive prices. And, we must have fair access to foreign markets..."

PROMINENT SPEAKERS HIGHLIGHT FAS-COOPERATOR CONFERENCE

Over 200 representatives of the market development program attended the FAS-Cooperator Conference at the Dodge House in Washington, February 25. A large number of congressional and other honored guests also attended.

The luncheon program was featured by an address by Secretary of Agriculture, Orville L. Freeman. The Secretary paid tribute to the results already achieved in market development and called for renewed efforts in bringing about a continued growth in agricultural exports.

The morning session was devoted to the theme, "Setting Promotion Goals for Measurable Results". David L. Hume, FAS Assistant Administrator for Export Programs, presided.

Martin J. Framberger, General Manager, American Dairy Association, spoke on "Management's Need for Measuring Marketing Results". He told of the changing emphasis in agriculture from product to customers, and how the dairy industry and other producer groups are looking for measurable results in their promotion activities.

Louis N. Brockway, retired Vice President, Young and Rubicam, spoke on "The Use of Benchmarks in Conducting a Promotion Campaign". Citing examples from his own experience, he told how benchmarks (all the available measurable facts about a business) have been used in planning and developing advertising campaigns.

Donald M. Hobart, Marketing Consultant and former Senior Vice Presi-

dent and Director of Research for the Curtis Publishing Company, spoke on "How Marketing Research Can Help". Research, he said, enables you to know where you are and where you are going. It also is an economy in preventing wasted effort. It should be built solidly into your marketing plan and should be included in your budget.

Frank K. White, Management Consultant and Director of the Advertising Council and former advertising agency and broadcasting executive, moderated a panel composed of the three previous speakers on "How to Set Promotion Goals for Measurable Results in the FAS-Cooperator Program". The panel summarized key points from the morning session and answered questions from the cooperator and FAS representatives.

A summary of the conference with the complete texts of the talks is being prepared and will be distributed to the cooperators and attaches.

SEED SHOW IN JAPAN

The Department of Agriculture has extended an invitation to U. S. seed firms to participate in an exhibit at the U. S. Trade Center in Tokyo August 16-27, designed to boost U. S. exports of all types of seeds to Japan.

The American Seed Trade Association, Inc., will cooperate with the Department in sponsoring the exhibit, which will include seminars covering all aspects of seed production, processing and use, with papers to be presented by U. S. and Japanese seed experts.



Part of the crowd of more than 200 cooperators, FAS representatives, and guests at the FAS-Cooperator Conference.

EVERYONE CAN BENEFIT

Clarance Palmby, U. S. Feed Grains Council, cites the expansion of feed grain exports to Italy as an example of how everyone can benefit through the market development program.

Up until four years ago, Italy was buying all of its feed grains from sources other than the U. S. The Council, working hand-in-hand with the agricultural attache and other U. S. Government and industry representatives, convinced the Italian Government to permit imports of U. S. corn.

The Council then tied in with the Italian national program for livestock expansion by staging feeding demonstrations throughout the country. Partly as a result of these and other market development activities, Italian imports of U. S. feed grains have increased dramatically from practically zero to about \$55 million worth.

Other countries, Palmby says, have also benefited. The feed ingredients and technical assistance provided by the U. S. has helped Italy to greatly expand livestock production. Meanwhile, traditional suppliers have been able to maintain their normal exports of feed grains to Italy.

OVERSEAS WORKSHOPS FAVORABLY RECEIVED AND WELL ATTENDED

Many favorable comments have been received from market development participants at the overseas administrative workshops recently concluded at London, The Hague, Brussels, Frankfurt, Rome, Beirut, and Tokyo.

The program covered all phases of administration and supervision including: fiscal reporting and records; personnel administration, local laws and customs; new and revised provisions of Chapter 4; reimbursement, voucher preparation and processing; planning, writing, clearing and funding of agreements; administration of marketing plans; and progress reporting and evaluations.

About 180 people from 25 countries attended, including 84 cooperator representatives, 43 attache staff members, and 30 embassy budget and fiscal representatives.

The FAS team conducting the sessions was composed of Ken McDaniel, Deputy Assistant Administrator for Management; Francis Harrell, Chief, Program Funds Branch; and Keith Vice, Chief, Project Coordination Branch.

EXPORT EXPANSION PREDICTED

Daniel L. Goldy, National Export Expansion Coordinator, is encouraged by the progress made in export development.

In speaking of the future, he says, "...these markets are now growing so rapidly that if the U. S. maintains its share, our exports should rise from \$25 billion this year (1964) to \$50 billion by 1976."

Mr. Goldy states, "...there has been a 28 percent increase in American exports in the past three and a half years, a dramatic illustration not only of business enterprise but of the gains which can be achieved when Government and industry work together to solve a national problem."

SOYBEAN OIL EXPORTS TO SPAIN UP SHARPLY SINCE PROGRAM BEGAN

"Ten years ago, our soybean oil exports to Spain were none...For the period October 1, 1964 to October 1, 1965 we expect Spain to import approximately 400 million pounds of vegetable oil," reported Soybean Council President Glenn Pogeler in a speech before the National Council of Farmer Cooperatives at Seattle, Washington, January 18.

"Several years ago, Howard Roach convinced the Spanish Government that they could export olive oil and replace it with soybean oil at the ratio of between two and three pounds of soybean oil to one of olive oil. Spain operated for a number of years under PL 480 and for the last several years they have been buying for dollars...

"Recently, I returned from a one-month trip to Europe, Africa, and Asia. I visited the overseas offices of the Soybean Council and had an opportunity to discuss with our country directors the prospects for the coming year. I believe that we have just barely gotten under way and that we must continue to push our program so that we might attain the maximum benefits from the use of funds which are being expended overseas."



Congressman Harold Cooley (right) visiting with Secretary Freeman at the FAS-Cooperator Conference. Looking on is Food for Peace Director Richard Reuter.

THE ANNUAL FARM MESSAGE

President Johnson had this to say about agricultural trade in his annual farm message to Congress:

"The welfare of American agriculture is closely linked to foreign trade. Our 1968 goal of \$6 billion farm product exports was reached in 1964. American farmers last year accounted for one-fourth of U. S. merchandise exports.

"These exports have strengthened farm prices, brought additional business income, reduced our surpluses and storage costs, and have helped our international balance of payments. Abroad, they have contributed to political stability and economic progress.

"We are not content with the gains we have made in world markets. We expect to make additional gains by improving the means by which we can be competitive in price, in quality, in service to our customers."

TRADE WINDS AND TRADE FAIRS

The March trade winds are blowing up a storm of trade fairs this month.

Now in process is a U. S. Fruit and Vegetable Exhibit at the U. S. Trade Center in London. Forty U. S. firms are participating.

The U. S. exhibit at the Ideal Home Exhibition in London, March 2-27, will feature rice, soybean products, poultry, meats, raisins, prunes, and cranberries.

The International Agricultural Exhibition in Paris, March 5-14, will have exhibits of U. S. processed foods and the Philadelphia Food Distribution Center.

A U. S. Processed Food Exhibit in Tokyo, March 8-19, will have fresh and processed fruit and vegetable exhibits by 42 American firms.

The International Fair of Agriculture and Livestock in Verona, Italy, March 14-22, will have U. S. exhibits of cattle and feedstuffs.

S. S. STEINER, INC. RECEIVES "E" AWARD

One of the nation's largest growers, processors, and exporters of hops—S. S. Steiner, Inc. of New York—has received the Presidential "E" Award for substantially expanding exports of American hops. In presenting the award, Under Secretary of Commerce Franklin D. Roosevelt, Jr. noted that the U. S. is now the world's leading hops producer and exporter, selling approximately half of its production on the foreign market.

WHEAT QUALITY IMPROVED AS RESULT NEW STANDARDS

The new U. S. grain standards, effective June 1, 1964, have resulted in improved quality of U.S. wheat exports.

Ed Seeborg, FAS grain specialist, who has just returned from Germany and The Netherlands, reports a unanimous expression among buyers that quality of U. S. wheat shipments has shown a marked improvement since the new standards went into effect.

Henning Ventillius, Great Plains Wheat, Inc., reports a similar reaction at Bremen and Hamburg, where large amounts of wheat are channeled into European markets. The buyers, he says, are very pleased with the shipments under the new standards.

It's the same story in Latin America. Ecuadorian Government and industry officials report to Great Plains of receiving the best quality shipment of northern spring wheat in 15 years. And, similar statements have been made by buyers in Peru and Chile.

ANNUAL ATTACHE-COOPERATOR CONFERENCE HELD IN JAPAN

A conference of the cooperator personnel and attache staff has become an annual event in Japan. The most recent conference was held at Hakone, Japan, December 17-18. James Hutchinson, Wheat Associates; S. Hayashi, Japanese-American Soybean Institute; Engi Arita, Japan Cotton Promotion Institute; James Iso, National Renderers Association; Bill Hattori, U. S. Feed Grains Council; and Katsunari Toyoda, Institute of American Poultry Industries gave reports on promotional

techniques and plans for 1965. Keld Christensen, Counselor for Economic Affairs, American Embassy, and G. D. Johnston, J. Walter Thompson Company, Japan, were among the outside speakers. Agricultural Attache Joe Dodson presided.

VERONA EXHIBIT TO PROMOTE U.S. CATTLE AND FEEDSTUFFS

The U. S. Feed Grains Council, National Renderers Association, Dairy Society International and various American livestock associations will participate in an exhibit at the 67th International Agricultural and Livestock Fair at Verona, Italy, March 14-22.

The exhibit will feature two grades of feeder cattle now being imported into Italy from the U. S. together with some of these feeders finished on Italian farms. Some of the veal calves now being jet-freighted to Italy will also be displayed. Another feature will be a demonstration of the use of U. S. corn and soybean meal in a balanced ration for the production of lean, meaty pork. An animal production conference sponsored by the Verona Fair on March 18 will bring U.S. and Italian specialists together with Italian farmers.

ARTICLE OF INTEREST

"Public Relations, Principles, Cases and Problems", by Bertrand R. Canfield, Fourth Edition 1964, published by Richard D. Irwin, Inc., Homewood, Illinois, has an interesting chapter on International Public Relations. The names of many foreign PR institutes and associations are listed.



HERE and THERE

Miss Judy Hill, Fort Worth, Texas, has been selected the 1965 Maid of Cotton. Following an appearance at the New Year's Day Cotton Bowl in Dallas, she flew to Amsterdam for a cotton fashion event and to Paris for fashion fittings and photography. She will return to Europe later this year for retail promotions in several countries.

Frank McWalters, formerly Manager, Educational Materials Division, International Operations Office of Soybean Council of America, has been assigned as the Soybean Council Director for South America in Bogota.

For capita consumption of poultry in Germany continues to rise despite retail prices about twice what U. S. consumers are paying. Retail prices in Germany, according to the Institute of American Poultry Industries, are the equivalent of 51-62 cents a pound for broilers, 45-51 cents a pound for fowl, and 65-74 cents a pound for turkeys. The U. S. however, is getting less of the business because of the high import levies instituted by the EEC.

Great Plains Wheat, Inc., is moving its headquarters from Garden City about May 1 to Kansas City - , one of the nation's leading grain terminals. Its many supporting facilities and related industries are expected to be of assistance to Great Plains in conducting the market development program. The Washington office will be maintained as a focal point of the overseas operations.

Cooperators get all kinds of questions overseas. In one country, a prominent business executive asked - Is it true that the U. S. wheat we get has been put through American distilleries before it is sent here? In another country, it was discovered that the women were refusing to try U. S. wheat products in the belief that something had been put in the wheat to prevent them from having children.

Recent attache assignments. Abner Detheridge, recently assistant attache in Manila, is now an assistant attache in Rio. Two former trade fair workers are now in Italy; Bill Scholz as agricultural officer at the Milan Trade Center, and Jim Freckman as an assistant attache in Rome. About to leave for foreign lands are Jerry Shelden, Trade Projects Division, as an assistant attache in Paris, and Bob McConnell, Sugar and Tropical Products Division, as assistant attache in Lima.

